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U. S. Department of Agriculture

"All That is Best in Mums"

1932

**Florists' Wholesale
Trade List**



Merida

STAFFORD CONSERVATORIES

JOSEPH J. BRAUN, Proprietor

STAFFORD SPRINGS, CONN.

Telephone 158-2

TERMS OF SALE

Prices quoted are for the trade only.

Parties outside of the trade add 20% to prices quoted.

Orders from new customers must be accompanied by remittance or satisfactory reference.

Terms—Cash, unless special arrangements are made for credit. All accounts are due 30 days from date of shipment. If unpaid, interest at the rate of one-half per cent per month will be charged.

Register all letters containing Cash.

QUANTITY—Twenty-five of one kind will be sold at the 100 rate, 250 at the 1000 rate. Where less than 25 of one kind are ordered, we reserve the right to advance the price proportionately. (See special offer page 2)

PARCEL POST CHARGES—On all charge orders actual postage will be added to the invoice. Paid orders should include postage at the rate of 10 cents for the first hundred cuttings, 4 cents for each additional hundred.

If you wish your parcel post shipments insured we will insure same at your expense according to the following standard scale: Value up to \$5.00 .03; value up to \$25.00 .08; value up to \$50.00 .10; plus regular postage, which should be included in your remittance.

For the past seasons about nine tenths of our trade went forward as Rooted Cuttings, by parcel post, which proved to be very satisfactory. There was practically no complaint with this service, especially when sent via "Special delivery."

All shipments are carefully packed to arrive in good condition at destination.

All claims for damages must be assumed and entered against the carrier by the buyer, the shippers responsibility ceases upon delivery to such agents in good condition.

If shipments forwarded by express are delayed or arrive in damaged condition be sure to have your agent examine the shipment and sign for the extent of the damage and you will have no trouble to collect from the express companies for the same.

We would consider it a favor to be informed just how stock arrived and to what degree they are satisfactory or otherwise, and in case of any part of shipment not being satisfactory for other reasons than that caused by transportation same should be reported at once, for satisfactory adjustment, or returned to us at once.

NON-WARRANTY—It is our aim to satisfy our customers by sending good stock at a reasonable price. While we exercise the utmost care to make every shipment satisfactory and profitable to you and keep stock true to name, we give no Warranty, Express or Implied, on the same, either as to varieties or product, and we are in no way responsible for the crop. All orders Received will be Executed on these conditions only, and they must be accepted by the customer when ordering.

All orders filled in strict rotation and as soon as stock is ready.

We believe Early ordering to be of mutual advantage.

Prices given on newer varieties may be reduced later in the season, where stock and demand will permit.

For Plants from 2¼ inch pots add \$1.50 per 100 Extra.

TO OUR PATRONS

The year 1932 brings to you with our 26th annual Chrysanthemum Catalogue, sincere thanks for your business during the past and an earnest desire that we may be of service to you during the coming season.

This catalogue contains over 200 varieties of Chrysanthemums that have proved most popular and profitable, both to the wholesale and retail Florist, including many varieties introduced to the trade the past year.

While we are not disseminators of new varieties we give all those most promising a trial and offer to the trade only those that can be depended upon by the commercial grower. Thereby offering a most complete selection of Chrysanthemums in all colors and types.

Each year the demand for our Chrysanthemum stock reaches a higher point and to enable us to take care of this demand we have increased our facilities in this line so can assure you of the best possible service.

Soliciting your patronage, we are,

STAFFORD CONSERVATORIES,

It is generally more practical for the Grower or Florist to secure his requirements in Chrysanthemums as Rooted Cuttings and our customers call for such more and more every season. Strong rooted cuttings are easily established and transported at less risk than Potted Stock.

Rooted Cuttings ready for delivery February 15th. on.

We will pot up early orders if desired and from June to the end of the planting season generally have around 100,000 in 2¼ inch pots for your selection.

Prices quoted throughout this list are for rooted cuttings. For plants from pots add \$1.50 per 100, to prices quoted.

SPECIAL CHRYSANTHEMUM OFFER

We will allow you to select 1000 rooted cuttings from the list of standard varieties at \$30.00 per 1000, ordering not less than 25 of one kind, or—we will select the varieties to cover any seasons and colors you may designate at \$25.00 per 1000.. Varieties at \$27.50 per 1000 on this plan at \$22.50 per 1000.

CHRYSANTHEMUMS

STANDARD VARIETIES

WHITE

Listed in order of flowering

Early Frost. A very early commercial white Height 3 feet. Pure white flowers, perfect in form, and full to the center. May 15th planting matures end of September. \$3.00 per 100, \$27.50 per 1000.

Quaker Maid. A large flower for so early in the season. Glistening white of incurved form with a good stem and fine foliage. Grows 5 ft. from early June planting. Best results from buds taken end of August which will mature first week in October. \$3.50 per 100, \$30.00 per 1000.

Oconto. A strong grower with a sturdy stem, beautiful foliage and large incurved flower, maturing Oct. 15. \$3.00 per 100, \$27.50 per 1000.

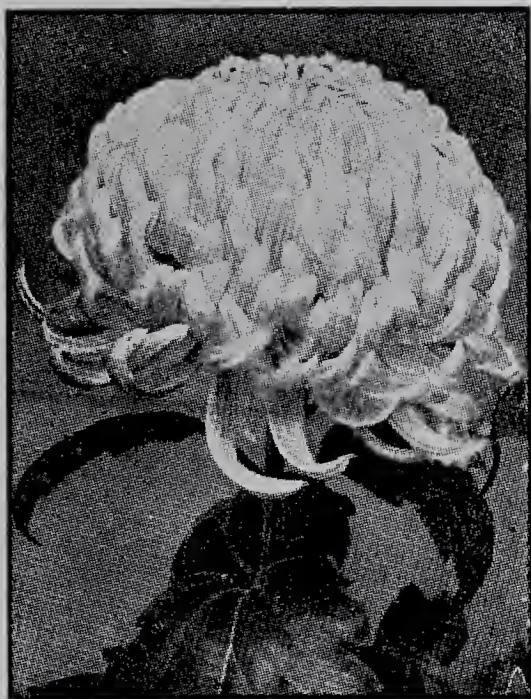
Silver Sheen Pure white incurved form, maturing Oct. 20. Has wonderful keeping qualities. We recommend this variety to those who do not like Oconto as a second early. Select bud Aug. 30. \$3.00 per 100, \$27.50 per 1000.

Snow White. Incurved, Maturing Nov. 1st. Best Commercial White at this date. \$3.00 per 100, \$27.50 per 1000.

Betsy Ross. A large flower of perfect incurved form, clear white in color, with excellent stem and foliage. \$3.50 per 100, \$30.00 per 1000.

Chas Rager. The most reliable white for early November. Bonaffan in form but larger. Good stem and foliage. Very easy doer. \$3.00 per 100, \$27.50 per 1000.

White Chieftain. A sport from that well-known variety. On first crown buds it shows a tinge of pink, later buds come pure white. Matures about Nov. 1. Bud Aug. 30. \$3.50 per 100, \$30.00 per 1000.

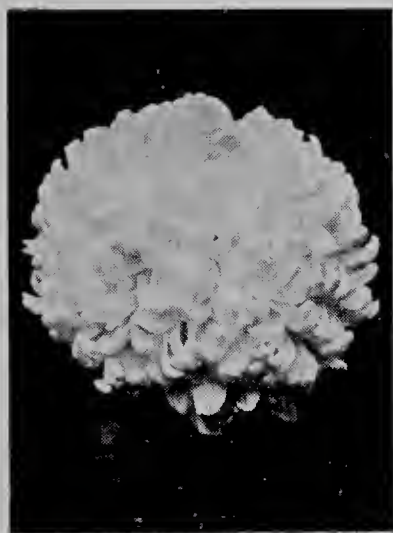


White Chieftain

Wm. Turner. Pure white, very large incurved. One of the finest of the large flowered Chrysanthemums. Also the greatest favorite for exhibition. Matures early Nov. from buds selected Aug. 30. \$4.00 per 100, \$35.00 per 1000.

Edgar Stillman Kelly. In comparison with Betsy Ross is larger in size, stronger in growth. Color, Pure White. Matures Nov. 1. \$3.50 per 100, \$30.00 per 1000.

Mefo. The loosely and irregularly incurved petals are very artistically arranged. Select bud Sept. 15th. Matures Nov. 15th to 20th. \$3.00 per 100, \$27.50 per 1000.



Margaret Graham

Margaret Graham. Pure white. Beautiful incurved broad petaled bloom which holds and handles exceptionally well. Has rigid stem and fine foliage right up to the flower. Grows 4 feet from June planting. Blooms Nov. 12th to 20th. Take terminal bud. \$3.50 per 100 \$30.00 per 1000.

Tom Browne. A wonderful pure white. In season November 20th to 30th. Blooms 8½ inches are not unusual and as they closely surmount the foliage upon very heavy stem this variety qualifies as one of the best. Height 4 feet. \$3.50 per 100, \$30.00 per 1000.

W. H. Chadwick. The standard late fancy white, slightly tinted with pink. For Thanksgiving or later. \$4.00 per 100, \$35.00 per 1000.

Smith's Challenge. A superb white, maturing the last of Nov. Of the best incurved form, much the same as December Glory, but larger. Very strong stem. Select bud Sept. 20. Height, four and one-half feet. \$3 50 per 100, \$30.00 per 1000,



December Glory

White Seidewitz. A clear white sport of the well known Seidewitz. A tall grower and late planting or pinching is advisable where head room is limited. Matures end of November. \$3.00 per 100, \$27.50 per 1000.

Dec. Glory. An excellent commercial variety. Petals incurve throughout, forming a perfectly spherical flower 6 inches in diameter. Fine stem and foliage. Height 5 feet from June planting. Maturing Dec. 1st. The best white for late flowering. \$3.50 per 100, \$30.00 per 1000.

Chattanooga. Large pure white, with a good stem. Deep or high rounded flower of good substance, its lateness making it exceptionally valuable. Buds selected Sept. 20 will mature from Dec. on. Height 4 feet from June planting. \$3.50 per 100, \$30.00 per 1000.

December Beauty. Large white with light pink shading, more pronounced at center of bloom, best incurved form. Avoid early buds as the late ones give the best bloom. Height 3½ feet from June planting. Fully developed Dec. 10-15, continuing until Christmas and after from buds selected Sept. 30 to Oct. 10. \$3.50 per 100, \$30.00 per 1000.

Smith's Late White. A white of perfect globular form with heavy stem and foliage. Matures Dec. 15. \$3.50 per 100, \$30.00 per 1000.

Improved White Mistletoe. (E. D. Smith). This pure white Mistletoe is a sport. It has been propagated from a single plant and has been constant and true to color. The objectionable pink of the original Mistletoe has been eliminated. This new variety will be valuable to all seeking late flowering sorts. \$3.50 per 100, \$30.00 per 1000.

On account of the scarcity of flowers generally prevailing during the end of December and January, late plantings of the late flowering Chrysanthemums have proved profitable, especially for the retail trade.

STANDARD VARIETIES

Listed in order of flowering

PINK



October Rose

Unaka. A fine incurved broad petaled bloom. A pleasing shade of pink. Maturing the first week in Oct. Four feet in height. Best buds Aug. 5 to 10th. This variety must be planted early if expected to do its best. \$3.00 per 100, \$27.50 per 1000.

Lustre. Fine lavender pink companion for Quaker Maid and Gold Lode. Matures Oct. 10th. Bud last week in August. Height 4 feet from early June planting. \$3.00 per 100, \$27.50 per 1000.

Early Rose. Rose color, as the name implies, of a bright pleasing shade under all conditions of light. Stem and foliage excellent. Dwarf habit, 2½ to 3 feet high. Best bud Aug. 20 or later. \$3.00 per 100, \$27.50 per 1000.



Justrite

October Rose. Has made a hit with its large incurved bloom for so early in the season. Color, Lavender Pink. Maturing Oct. 12. Terminal bud. \$3.50 per 100, \$30.00 per 1000.

Justrite. Belongs to the Chieftain type of bloom. Somewhat larger and better in color, and blooms three weeks earlier than that variety. Its blooming date, Oct. 15th, should make this a valuable sort to growers for the large markets. Grows 4 feet from June planting. Rigid stem and good foliage. Take terminal bud. \$3.50 per 100, \$30.00 per 1000.

Rose Glory. (Baur-Steinkamp & Co.). A bright lavender pink to cut along with Justrite and Celestra, October 15th. Good stem and foliage. Five feet from early June planting. Take terminal bud for best color. A very easy doer and a good handler. Scored 91 points before the C. S. A. Committee. \$5.00 per 100, \$45.00 per 1000.

Rose Chochard. A very early pink, coming into flower early in October, Being of good substance and most pleasing shade, has gained great favor with those who have known and grown it. Incurved type. Height 3 feet. Take bud Aug. 15. \$3.00 per 100, \$27 50 per 1000.

Lavender Gem. A light lavender pink, six inches in diameter, maturing Oct. 25. Is inclined to be tall in growth, hence ample stem is assured from late June plantings. Select bud early in September. \$3.00 per 100, \$27.50 per 1000.

Mauve Queen. Perfect incurved form seven inches across. Upper surface of petals purplish rose and the reverse side, which is most conspicuous, silvery gray. Inclined to be tall in growth which can be overcome by planting late in June. No selection is complete without this addition. \$5 00 per 100, \$45.00 per 1000.

Chieftain. Deep, clear pink, incurved. On the order of Major Bonaffan. Very fine mid-season pink. \$3.50 per 100, \$30.00 per 1000.

Rose Perfection. A seedling from Chieftain, and an improvement, being brighter and more constant in color. Like Chieftain, is an easy doer, maturing the first week of November. Best bud September 1. \$3.00 per 100, \$27.50 per 1000.

LaFrance. (E. D. Smith). Of perfect incurved form showing the reverse of the petals. The general color is a silvery mauve with upper surface nearly

purple. Blooms eight inches in diameter are cut October 28th from buds reserved August 15th. Exceedingly double and a high rounded flower. C. S. A. Certificate. \$5.00 per 100, \$45.00 per 1000.

Pink Turner. (Mrs. J. Leslie Davis). A clear lavender pink sport of Turner. Matures early November. \$4 00 per 100, \$35.00 per 1000.

J. W. Prince. A large incurved bloom. Color, deep pink. Has same habits as the Chieftain family. Maturing early November. \$3.50 per 100, \$30.00 per 1000.

Mrs. Alex Laurie. (E. D. Smith). A very good incurved light pink. Does not mature until about November 15. Attains a height of about four feet with perfect stem and foliage. Flowers six inches in diameter. Select bud September 20. C. S. A. Certificate. \$5.00 per 100, \$45.00 per 1000.



Edwin Seidewitz

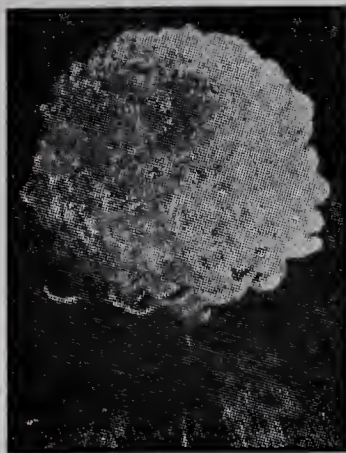
Distinction. A fine Commercial incurved pink. Matures Nov. 20th, and later. This variety is grown extensively in place of Pink Seidewitz. \$3.50 per 100, \$30.00 per 1000.

Thanksgiving Pink. A bright deep pink. For Thanksgiving and later cutting 4 feet from June planting. Take terminal bud. \$3.50 per 100, \$30.00 per 1000.

Dr. Enguehard. One of the very best commercials; also a prize winner of the exhibition table. This variety is an old favorite which still ranks high. \$3.50 per 100, \$30.00 per 1000.

Chadwick Supreme. The pink sport of the well-known variety, W. H. Chadwick. Largely planted to supply the fancy blooms demanded for Thanksgiving and Christmas trade. \$4.00 per 100, \$35 00 per 1000.

Edwin Seidewitz. One of the very best late pinks, a lighter shade than Enguehard, being inclined to grow tall and never show a tendency of going blind, late planting is to be recommended. Maturing end of November. \$3.00 per 100, \$27.50 per 1000.



Pink Mistletoe

Andrew Schmidt. A sport from the well-known variety, Edwin Seidewitz. Color a deep shade of lavender. Matures Dec. 1. \$3.00 per 100, \$27.50 per 1000.

Pink Mistletoe. A pink sport from Mistletoe, in color somewhat resembles Rose Perfection. A most valuable late variety. \$3.50 per 100. \$30.00 per 1000.

STANDARD VARIETIES YELLOW

Listed in order of flowering

Golden Glow. Bright clear yellow, good stem and foliage. Flowers may be had from Aug. 15 to end of Oct. if planted in succession and first bud secured. Early May planting is necessary to produce August flowers. The standard earliest yellow. \$3.00 per 100, \$27.50 per 1000.

Gold Lode. The most popular early yellow of the day. A companion to Quaker Maid. Fine yellow with good stem and foliage, maturing first week in October. Growth and habit same as Quaker Maid and responds best to the same treatment. \$3.00 per 100, \$27.50 per 1000.



Mrs. C. C. Pollworth

Golden October. A rich golden yellow. Blooms Oct. 10, from early June planting, from terminal bud. \$3.50. per 100, \$30.00 per 1000.

Mrs. C. C. Pollworth. (Improved Chrysolora), decidedly more incurved and slightly deeper in color. \$3.00 per 100, \$27.50 per 1000.

Celestra. A round golden yellow that follows right on the heels of Gold Lode. Height 5 feet from June planting. Rigid stem and fine foliage. Blooms Oct. 10th. A wonderful seller. \$3.50 per 100, \$30.00 per 1000.



Marigold

Marigold. Most phenomenal and brightest yellow. Fully up to exhibition size. 9 inches in diameter. Maturing Oct 15. Stem and foliage perfect. Height 5 feet from early May planting. Buds secured from Aug. 20 to 25th give best blooms. \$3.00 per 100, \$27.50 per 1000.

Mrs. H. E. Kidder. (E. D. Smith). An exceedingly early bright yellow. Very stiff, upright stem producing flowers seven inches in diameter. Four feet in height from June planting. Ready to cut October 15 from buds selected August 25. We especially recommend this variety to those who desire a good early yellow. C. S. A. Certificate. \$5.00 per 100, \$45.00 per 1000.

Golden Wave. Decidedly incurved in form, brighter yellow than Richmond. Matures Oct. 20th. Excellent stem and foliage. Select bud about sept. 5th. Six inches in diameter. \$3.00 per 100, \$27.50 per 1000.

Sun Glow. Early bright yellow of the Bonaffan type, maturing Oct. 25. Fine stem with foliage extending to the bloom, producing a high percentage of perfect blooms. Select bud about Aug. 25. \$3.00 per 100, \$27.50 per 1000.

Corona. A deep golden yellow, Incurved. Can be grown two or more blooms to a plant with strong stem and foliage. Matures Nov. 1. \$3.00 per 100, \$27.50 per 1000.

Yellow William Turner. The yellow sport sent out by Smith is the variety we offer. It was selected by us from many sports of William Turner as being of the brightest yellow. It is an excellent variety and ranks as one of the finest for exhibition. \$4.00 per 100, \$35.00 per 1000.

Golden Rager. The beautiful light yellow sport of Chas Rager. Date of bud Aug. 20. \$3.00 per 100, \$27.50 per 1000.

Yellow Chieftain. A pale yellow of the Chieftain type. Bud Aug. 20th. Matures Nov. 1st. \$3.50 per 100, \$30.00 per 1000.



Sunglow

Richmond. Bright golden yellow incurved on the order of Bonaffan, which has gained reputation as a perfect commercial. This is best described as an early Bonaffan. Take bud Aug. 25. Matures early November. \$3.00 per 100, \$27.50 per 1000.

Major Bonaffan. This variety is the standard for commercial and still the most widely grown for mid-season. Can be had from early Sept. buds, by the last week in Oct. and from later buds for Thanksgiving. \$3.00 per 100, \$27.50 per 1000.

General Allen. This sport of Major Bonaffan is an improvement on that variety in that it is much larger in size and more robust in growth. \$3.50 per 100, \$30.00 per 1000.

Merida. (See cut front cover). A large incurved bright yellow on the order of Celebration and Golden Eaton. Matures November 15th, from bud selected the end of September. \$3.00 per 100, \$27.50 per 1000.

Friendly Rival. This we consider the finest yellow ever produced, considering its size, color, stem and foliage, and its flowering period, which is Thanksgiving and later. It is the brightest yellow of its season. \$3.50 per 100, \$30.00 per 1000.

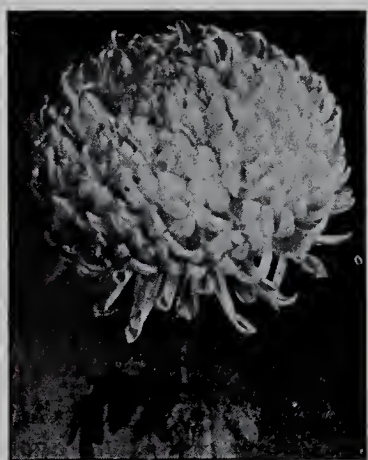
Golden Celebration. A yellow sport from Timothy Eaton, on the color of Golden Wedding, but retaining the good habits of its parent. A good yellow for Thanksgiving trade. \$3.50 per 100, \$30.00 per 1000.

Lemon Queen. Petals very broad, color lemon yellow, fine incurved form. Matures Nov. 30th on from buds selected Sept 20th and later. 7 inches in diameter. Strong stem and fine foliage. Height 4 feet. \$3.50 per 100, \$30.00 per 1000.

Clara B. Ford. A closely incurved yellow, much the same in form and color as Maj. Bonaffan. Bud Sept. 20. Matures Nov. 20. \$3.50 per 100, \$30.00 per 1000.

Mrs. R. M. Calkins. A very bright yellow. As intense as the variety Marigold. Inner petals incurved. Matures Nov. 25 and later. \$3.50 per 100, \$30.00 per 1000.

Sunbeam. A seedling from Odessa, but of a brighter shade of yellow. Strong grower, attaining a height of 4½ feet from June plantings. Fully double from buds selected from Sept. 20-30. Matures for Thanksgiving and later. \$3.50 per 100, \$30.00 per 1000.



Mrs. Nellie T. Ross

Mrs. Nellie T. Ross. Light yellow, possibly a shade lighter than that of Bonaffan. Its late flowering period, Nov. 30 into December greatly enhances its value. A wonderful keeper. Do not reserve bud until early October, Height 4½ feet, \$3.50 per 100, \$30.00 per 1000,

Golden Pearson. Ours is the clear bright yellow sport of the popular bronze variety, Gladys Pearson, introduced to the trade by Baur-Steinkamp Co. last season. Like its parent, it comes just right for Thanksgiving Day and should be planted heavily for that time. This variety is known by all to be a good all around Mum and as we have a fair amount of stock, offer it to the trade at this reasonable price. \$4.00 per 100, \$35.00 per 1000.

Golden Chadwick. When high-class blooms are the the chief object this variety reigns supreme. Its rich yellow color, combined with good characteristics of the Chadwick's places it as one of the best late yellow varieties. Late plantings produce superior flowers from Thanksgiving to Christmas. \$4.00 per 100, \$35.00 per 1000.

Golden Mistletoe. A sport of the Mistletoe. It is not a deep golden, but has more of the tints found in Indian Summer and can well be recommended as one to be planted largely, it coming in at a time when there is a brisk demand for high grade flowers. \$3.50 per 100, \$30.00 per 1000.

STANDARD VARIETIES

BRONZE

Listed in order of Flowering

Indianola. This variety will fill the demand for an early large flowered Bronze. Color a wonderful combination of old gold and bronze. 4 feet from June planting. Take bud last week in August. \$3.00 per 100, \$27.50 per 1000.

Bronze Unaka. A clear and attractive bronze sport of this popular early variety. Bud Aug. 5. \$3.00 per 100, \$27.50 per 1000.

George Baer. A bronze sport of the variety Early Rose. A creamy yellow intermixed with Ophelia and Bronze shadings. Its striking color combination speaks for itself when displayed. Being of sturdy habit it is equally as good for pot work. \$3.00 per 100, \$27.50 per 1000.

Hilda H. Bergen. One of the most useful commercial types of Chrysanthemums ever introduced. Color is a deep rich mahogany bronze and every bud produces a perfect flower, even when grown four or five to the plant. Strongly recommended as being absolutely 100 per cent perfect in every way, both as to type, quality and productiveness. Matures Oct. 8th. \$3.00 per 100, \$27.50 per 1000.

Bronze Turner. Sport of the Turner family. In color a Buff-Bronze with maroon shading on lower petals. Height 4 feet. Bud second week in Sept. \$4.00 per 100, \$35.00 per 1000.

Golden Bronze. (Baur-Steinkamp & Co.) Produces large spreading blooms of good substance. A wonderful shade of golden bronze, so much desired by the flower buying public. Grows five feet tall from June planting. Can be benched early in July with perfect assurance of good blooms. Take terminal bud for best color. Earlier buds come lighter. Blooms October 25th to November 1. C. S. A. Certificate. \$5.00 per 100, \$45.00 per 1000.

Improved Wm. H. Waite. A sport or variation from the original type, but much brighter in color. The lining of the petals approaches a red whereas the original variety is bronzy. In other respects it is identical. \$3.50 per 100, \$30.00 per 1000.

Gladys Pearson. A new shade for Thanksgiving use, maturing Nov. 20th to 25th. The upper surface of the petals is apricot and the reverse buff which illuminates under artificial light to be bright orange. Strong grower. 5 feet from June planting. Best bud September 30th. \$3.50 per 100, \$30.00 per 1000.

Bronze Seidewitz. A sport of that well known variety Seidewitz. Color a soft even shade of golden bronze, maturing for Thanksgiving and later. Height 5 feet. Date of bud Sept. 5th, \$3.00 per 100, \$27.50 per 1000.

**Gladys Pearson**

Indian Summer. A sport of Golden Chadwick. A yellow ground with intermixture of terra cotta, salmon and bronze shades, making this an odd flower and especially valuable for artistic work. \$4.00 per 100, \$35.00 per 1000.

Bronze Mistletoe. A sport from Pink Mistletoe, identical in every respect except color. Very serviceable where late Bronze flowers are desired. Select bud September 30 and later. \$3.50 per 100, \$30.00 per 1000.

STANDARD VARIETIES

RED

Listed in order of flowering

Governor Green. A very large crimson with reverse of petals old gold. Heavy stem and wonderful foliage. The best flowers are from buds selected Aug. 15, which are fully developed Oct. 15. This variety will be a strong competitor in the market with California grown stock. \$3.00 per 100, \$27.50 per 1000.

Garnet King. The finest red yet produced, color, garnet, enhanced by a silken sheen. Very slight contrast between upper and reverse side of the petals, and when fully developed is of the true reflexed type, retaining its remarkable color either on the plants or cut; unto its end. Fine stem and foliage. Buds selected September 20 mature Nov. 20. \$3.50 per 100, \$30.00 per 1000.

Mohawk Chief. The latest crimson to date, its reflexed form showing this color to best advantage. Matures the end of November into December. Buds selected Oct. 1st and later for best color. Seven and one-half inches in diameter. Height 3 feet. \$3.50 per 100, \$30.00 per 1000.

LARGE FLOWERING VARIETIES FOR POT PLANTS

George Baer. Bronze (See page 10).

Early Rose, Pink. (See page 5).

Polly Rose. Large Flowers, Dwarf habit. An old variety but still the favored white of many. \$3.00 per 100, \$27.50 per 1000.

Yellow Polly Rose. Clear yellow sport of Polly Rose. Same habits. \$3.00 per 100, \$27.50 per 1000.

Glory of the Pacific. Fine early pink, better known as Pink Polly Rose. Dwarf growth. \$3.00 per 100, \$27.50 1000.

Bronze Prince. (E. D. Smith) A very desirable dwarf bronze for pot plants somewhat similar to Greystone in color. Fully developed by November 1st. Flowers 4 inches in diameter. \$3.50 per 100, \$30.00 per 1000.

Bloodstone. (E. D. Smith) A light red or a color approaching scarlet, which does not fade as rapidly as many varieties of this shade. Habit of the plants dwarf, which makes it especially desirable for pot culture. Flowers four inches in diameter are in perfection about November 10. \$3.50 per 100, \$30.00 per 1000.

Bridal Queen. (E. D. Smith). A pure white of large size, maturing November 10. A seedling of Edgar Stillman Kelly, but exceedingly dwarf. We consider this the best large flowering white yet offered. Flowers four and one-half inches in diameter. \$3.50 per 100, \$30.00 per 1000.

INTRODUCTIONS OF 1931

As Described by the Originators

LARGE FLOWERING

Rooted Cuttings \$2.00 per doz. \$10.00 per 100.

Ambassador. This variety should prove valuable, especially to those growers who ship into the large markets and need extra size, early, to protect their markets. Producing blooms as large as Turner by the middle of October, gives this variety an extra value. Its blooming date is October 16th to 20th from terminal bud. The stem is strong and holds the bloom up perfectly without artificial support. It is pure white in color and grows five feet from June planting. Needs no special culture to perfect its handsome blooms.

Pink Delight. Color, rosy pink, much brighter than Chieftain. Stem excellent and foliage well up to the flower. Form is reflexed; 6 inches in diameter by 4½ inches deep. Height four feet. Select bud about September 10. Matures Oct. 25th.

Charles W. Johnson. An exceedingly perfect incurved white of strong growth and good foliage. Flowers 5 inches in diameter and depth. We consider this a great improvement over Silver Sheen as it matures at the same period, about October 25th, with no imperfect flowers. Height four and one-half feet. Select bud about September 10th.

Floyd Gibbons. Very distinct and unusual in color. The outer edge of the upper surface of the petals is rose pink while the center of the petal is cream color and the reverse or lower surface is a light buff. Is of a high rounded incurved form, has beautiful foliage, and is of dwarf growth; about three and one half feet. Flowers 6½ inches deep by 5 inches in diameter. Matures about November 8th from buds selected September 15.

Yellow Gold. This is one of those globular incurved varieties that are the shippers delight, and of which it is well nigh impossible to have too many. The color is a clear bright yellow. The foliage is medium in size, permitting fairly close planting. Grows five feet from June planting and blooms November 1st to 15th from terminal bud. Awarded bronze medal at Louisville show November 13th and a certificate of merit at the National Mum show at Detroit.

White Distinction. This is a pure white sport from Distinction. Those who grow Distinction as a late midseason pink, will appreciate this pure white sport. It has the same splendid substance and the same fine upright habit. It grows four feet from June planting and blooms November 15th. Take terminal bud.

Oak Leaf. In color a deep bronze of Oak leaf shade, hence its name. Habit of growth and characteristics identical with its parent, Gladys Pearson, from which it is a sport. This variety is truly the most beautiful of the bronze Mums and we recommend planting heavily for Thanksgiving when it is at its best.

LAST SEASON'S INTRODUCTION OF POMPONS

Rooted Cuttings, \$5.00 per 100, \$45.00 per 1000.

Bonnibel. A very distinct pompom of orange buff color. $1\frac{1}{4}$ inches in diameter. It is very free flowering and of dwarf growth, about two and one half feet in height. Matures about October 15th.

Snowbird. This variety is most perfect in form, each petal being concaved with flowers high and rounded, presenting the appearance of a pompom dahlia. Flowers slightly exceed 3 inches in diameter, when disbudded, and are of the purest glistening white. Has a strong, stiff, upright stem and attains a height of four feet. Matures November 15th.

Roselea. A very late pink and rather peculiar from the fact that the edges of the petals are bright pink, similar to Usona, and the center of the petals is cream color. Flowers $1\frac{3}{4}$ inches in diameter are spaced sufficient distance apart to show them to their best advantage. Does not flower until after December 1st. Height four feet.

November Bronze. A rich and beautiful combination of Old Gold and Bronze, but of even shade. Large perfectly formed flowers on long strong stems. This variety makes a much better spray than its sister variety, Dorothy Turner, but is a distinctly lighter shade. Matures Nov. 10.

HARDY EARLY FLOWERING VARIETIES 1931

Rooted Cuttings: \$5.00 per 100, \$45.00 per 1000.

Zaza. Yellow with orange at the base of the petals; of dwarf habit, showing color the first of October. Flowers $2\frac{1}{2}$ inches in diameter.

Ganna. A bright pink in color, strong robust growth, and free flowering, coming into color October 1 and fully developed about October 12th. Diameter of flower $2\frac{1}{2}$ inches.

Sonoma. A bronze with golden reverse and gold tipped petals. A profuse bloomer, coming into color October 1. Flowers $2\frac{1}{2}$ inches in diameter.

Muldoon. A purplish amaranth in color, flowers somewhat of the pompom type; free flowering and good growth. Matures Oct. 12. Flowers 2 inches in diameter.

The Flower Buying Public each year are demanding more of the oddities in Chrysanthemums and the grower who carries a good assortment of the Anemone, Single, and Shaggy Large Flowering Pompoms will be well prepared for this demand in 'Mum' Season.

STANDARD POMPON VARIETIES**WHITE**

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000, except where noted.

Irene. True pompom type. Color pure white. Upright. Wiry stems. Height 3 feet. Matures first week in Oct.

Greta. A pure white pompom to follow Irene. Blooms October 20th. Free flowering with strong upright stems.

Silver Ball. Very pure white and exceedingly perfect in form. It is much earlier than White Doty, being fully matured by October 12.

White Lillian Doty. A pure white sport of the well-known variety, Lillian Doty.

Chicago Pearl. This variety has proved to be the finest white pompom we have ever grown. The bloom is almost ideal in form and is pure white in color. The general plant habit is good. The sprays are large and the flowers carried well apart. The season is Nov. 15 to 25. Rooted Cuttings \$3.50 per 100, \$30.00 per 1000.

Cordova. (E. D. Smith). A large very free flowering white pompom coming into perfection after November 25, just right for Thanksgiving. Diameter of flowers two and one-half inches. Strong upright stem and medium height. C. S. A. Certificate. \$3.50 per 100, \$30.00 per 1000.

Yuletide. The latest white pompom, does not mature until Dec. 5 to 10. This variety is also an excellent Pot Plant. Everyone interested in late pompoms should grow this one. \$3.50 per 100, \$30.00 per 1000.

STANDARD POMPON VARIETIES**PINK**

Rooted Cuttings \$3.00 per 100, \$27.50 per 1000, except where noted.

Iridescent. The color is a wonderful combination of the various shades of yellows and pinks. Most effective just before fully matured when all shades are at their height. A good grower, producing strong sprays. Medium in height. Blooms October 15th. Can be cut about 2 weeks earlier outdoors. \$3.00 per 100, \$27.50 per 1000.

Lilac. A beautiful lavender pink of a brighter and more even shade than Leilah. Grows somewhat taller and is more prolific. Blooms October 15th. Can be cut about two weeks earlier if planted out doors. \$3.50 per 100, \$30.00 per 1000.

Leilah. A good early Rose-pink. Resembles the Niza flower in form. Matures Oct. 10-15. Producing a fine spray.

Lillian Doty. The plant is a vigorous grower, producing beautifully formed shell pink flowers on very rigid stems.

Lucinda. One of our best selling pompons. The color is a bright deep pink. Individual blooms are of the round, medium sized type. Produces fine sprays and plenty of them. Blooms Nov. 12 to 20.

Silver Tips. Won the C. S. A. silver cup at Chattanooga for the best undisseminated seedling pompon. Bright pink with silver tip at the end of each petal. Gives good yield of fine sprays and blooms second week in November. Unusually good keeper. \$3.50 per 100, \$30.00 per 1000.



Western Beauty

Western Beauty. A fine rose pink. Flowers are of medium size produced on straight rigid stems. Middle of Nov. and Thanksgiving.

Usona. A bright pink variety for Thanksgiving. Very productive, with a strong upright growth. Height 2½ feet.

Olivia. A variety very similar to Usona, but about 10 days later, and later plantings can be extended to Christmas cutting. This is one of the latest Pink Pompons.

Pagosa. A late dark pink, in general character similar to Usona and Olivia, but darker pink, and later than either. Not ready to cut until December 5. \$3.50 per 100, \$30.00 per 1000.

STANDARD POMPON VARIETIES

YELLOW

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000. except where noted.

Wolverine. (See Hardy Early Varieties). Earliest yellow.

Yellow Normandi. (See Hardy Early Varieties).)

Rodell. An early yellow pompon, blooming October 20th. Fine upright growth.

Golden Climax. One of the most useful of the yellow button type pompons. It will grow 3 to 4 feet from early planting, but has a very wiry stem which well supports the deep golden yellow buttons. It has a hard small foliage which will permit close planting. Very productive,

Cora Peck Buhl. Resembles Golden Climax in growth and form of flowers. Height 3 feet. Ready to cut Oct. 25th.

Gold Mine. Very bright yellow, one and one-quarter inches in diameter and of the true pompon type, of a high rounded form. Two feet in height. Excellent for pot work. Ready to cut October 25.

Ginza. (E. D. Smith). Flowers are of two colors, yellow and red; similar to Zora in form, but with strong upright stem. Very free flowering, producing flowers one and one-half inches in diameter. Matures October 30. C. S. A. Certificate. \$3.50 per 100, \$30.00 per 1000.

Florence. The best clear yellow decorative variety we have ever seen. A sport of Pauline Wilcox, and in all other respects the same as this famous variety. Ready to cut Nov. 5th, and can be grown to cut all during the month. A most valuable addition to that type.

Ball of Gold. Very perfect in form, two and one-half inches in diameter, with stiff upright stem. Color, bright yellow, maturing Nov. 5th to 10th, two and one-half feet tall.

Golden Baby. The smallest of the pompon type. Clear yellow, blooming November 10th.

Yellow Fellow. Very fine large flowering yellow pompon, coming to bloom November 15th.

Yellow Bird. (E. D. Smith). A new yellow pompon producing large sprays. Flowers two inches in diameter with edges of petals notched or toothed. A very productive variety, maturing November 18. C. S. A. Certificate \$3.50 per 100, \$30.00 per 1000.

Yuvawn. (Smith). Very bright yellow blooms on strong stems make nicely arranged spray and very desirable for Thanksgiving trade. Matures November 20. Height 3 feet.

Unalga. An intense yellow having large blooms. Maturing Nov. 20.

Golden Sceptre. (Smith). A very bright yellow pompon of an intermediate size, and one of the very best sellers as a cut flower. Maturing Nov. 25th.

Gold Coin. A very bright yellow and exceedingly productive. When grown in sprays, 2½ inches in diameter, and 3½ when disbudded. Matures Dec 1st, and later.

Christmas Gold. On the order of Golden Baby, but a much stronger grower. The little button flowers being a little larger and much brighter, set off by dark glossy foliage, makes an attractive spray. Its lasting qualities are exceptional.

STANDARD POMPON VARIETIES

BRONZE

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000, except where noted.

Adironda. The earliest Golden Bronze. Matures Oct. 15, True pompon type,

Lindy. Beautiful even shade of Bronze. Makes a nice spray, with good foliage. Matures Oct. 15th.

Mintje. (E. D. Smith). A new early pompon of orange bronze much the same in color as Orange Prince. Matures October 18, at a time when good bronze pompons are scarce. Of rather dwarf habit. C. S. A. Certificate. \$3.50 per 100, \$30.00 per 1000.

Orange Prince. Very striking orange in color, blending beautifully with reds and yellows. Three feet in height from early June plantings. Ready to cut Oct. 25th.

Bronze Doty. Deep Terra-cotta bronze. Stiff in stem and free flowering.

Ariana. (E. D. Smith). A golden buff pompon suitable for disbudding and maturing about October 20th. Flowers three and one half inches in diameter. A promising new variety in the disbudded type. C. S. A. Certificate. \$3.50 per 100, \$30.00 per 1000.

Faina. (E. D. Smith). A rather dark bronze. Flowers two inches in diameter may be cut October 30th. Strong upright stem. Excellent for pot work. C. S. A. Certificate. \$3.50 per 100, \$30.00 per 1000.

Pauline Wilcox. The form of the flower classes it as a decorative variety and it is the ideal decorative type. The stems are straight and strong and the flowers hold well apart. The color is a pleasing mixture of bronze. In bloom Nov. 5.

Source D'Or or Golden Feather. A wonderful variety when grown in sprays or as a pot plant. Color, red-dish bronze.

New York. Coming into flower Nov. 1, this bronze, together with the below variety have been the most called for of any of the many sorts we have been growing. It is a seedling from Hilda Canning.

Louise Davenport. Button type which is a true pompon. Rich bronze in color and very free flowering. It is a wonderful producer, growing freely, and, with ordinary care and spacing, filling the bench with a mass of blooms. A favorite wherever shown. Matures Nov. 10.



Pauline Wilcox

Betty Watkins. The flowers are golden bronze, $1\frac{1}{2}$ inches in diameter and carried well upon strong, sturdy stems. This variety makes nice sprays. Ready for cutting November 15.

Frank Wilcox. Golden bronze of special merit, being of dwarf and sturdy growth, it makes a fine pot plant and is excellent for cutting, being at its best around Thanksgiving.

Dorothy Turner. This striking pompon, a lively combination of bronze and old gold reaches maturity for the Thanksgiving Market. The individual blossoms being well placed and supported by strong stems makes a beautiful spray. \$3.50 per 100, \$30.00 per 1000.

Gold Tips. (Baur-Steinkamp & Co.) This variety is both beautiful and unique. The petal is bright bronze and is tipped at the end with bright yellow, hence the name. The blooms are a trifle larger than Nuggets and are borne on fine sprays. Grows medium in height and blooms third week in November.

Rowenna. A large flowered pompon of a medium shade of bronze that comes in for Thanksgiving and later. Has strong stem with good dark foliage that sets off the well arranged spray. Good shipper and keeper. Height $2\frac{1}{2}$ to 3 feet. \$3.00 per 100, \$27.50 per 1000.



Bucena

Bucena. A light bronze pompon for Thanksgiving and later. Free flowering, and sturdy upright growth.

Little Truant. Owing to lateness, maturing in December, this name is applied. Bronze in color, much the same as Billie Burke, but smaller, not exceeding one inch. The latest of all baby or button section.

STANDARD POMPON VARIETIES

RED

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000, except where noted.

L'Argentuillais. Deep chestnut in color. Very early.

Fire Bird. While not extra early this is one of the best early red we have seen maturing the last week of Oct. Color Brick Red; strong upright growth and productive.

Crimson Quintus. Excellent decorative variety; deep crimson, with splendid contrasting foliage of dark green.

Sheila. (E. D. Smith). A dark mahogany colored pompon of reflexed

form, maturing October 30. Flowers, one and one-half inches in diameter. The color of this variety is distinct from any we have previously offered. C. S. A. Certificate. \$3.50 per 100, \$30.00 per 1000

Helen Hubbard. The best Crimson decorative grown. In heavy demand for Thanksgiving trade. The color is a rich velvety crimson, which does not fade. Growth is excellent. \$3.50 per 100, \$30.00 per 1000.

STANDARD ANEMONE CHRYSANTHEMUMS

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000, except where noted.

Blanche. The improved Garza. Color, white with cream center. A very attractive flower and a good grower.

Yellow Garza. Yellow sport of Garza.

The Chief. Light yellow, both ray and disc florets. Three inches in diameter with full rounded cushion. Maturing Nov. 10. Three feet high.

The Belle. Purest white, both ray and disc florets. Maturing Nov. 10. Three inches in diameter. Fine in every respect

Maple Leaf. Like the soft Maple leaf, the color is displayed in the various shades of red and yellow, changing from day to day as development progresses. High rounded cushion 3½ inches in diameter. Two feet high. Maturing Nov. 10.

Chestnut. Both ray and disc florets are an even shade of tan color. 3½ inches in diameter. 2½ feet high. Maturing Nov. 10.

Coed. A soft shade of pink with a tinge of yellow at center of cushion, ray florets reflex more than usual. 3½ inches in diameter. Three feet high.

Graf Von Oriole. Clear Rose Pink, good stem and foliage. The best of the pink Anemones. Disbudding recommended. \$3.50 per 100, \$30.00 per 1000.

Garza Supreme. Improved White Garza, in bloom November 20th. \$3.50 per 100, \$30.00 per 1000.

Pink Lady. A bright pink Anemone, true to type. Medium size, strong stemmed. Comes in right for Thanksgiving Day. \$3.50 per 100, \$30.00 per 1000.

Eugene Langnelet. A deep golden yellow much resembling the pompons, but is properly classified under Anemones, having the Anemone center with a double row of short petals. Matures Nov. 10-15.

Stoplight. (E. D. Smith). (See back cover). A very striking new anemone flowered, Crimson Terra-cotta ray petals with a low bright yellow cushion. The contrasting colors instantly promote admiration. Height 4 feet. Disbudding is recommended, but makes a very good spray.



Blanche

Rio Rita Very similar to Sunshine in habit and blooming date, but makes a more graceful spray. Good keeper.

Sunshine. A large flowered yellow anemone of the pompon type, with the cushion center much brighter than the ray petals. Being of dwarf, sturdy growth is ideal for pot culture. Disbudding recommended but makes a good spray. Matures end of November.

Pink Supreme. (E. D. Smith). One of the very latest anemone flowered varieties. Color is a delicate shell pink. Has prominent regular cushion with several rows of ray florets which enhance the shipping qualities. Attains a height of about four feet. Should be disbudded to produce flowers five and one half inches in diameter. C. S. A. Certificate. \$3.50 per 100, \$30.00 per 1000.

SINGLE CHRYSANTHEMUMS

Rooted Cuttings, \$3.00 per 100, \$27.50 per 1000.

Alice Howell. (See page 24).

Aloma. New Single, Terra-cotta bronze. Very attractive and fine grower. Matures Oct. 15th.



Mary Pope

Mary Pope. The best pale pink; large flower. Makes a fine spray for cutting.

Caddie Mason. Earliest single red. Maturing Oct. 20th. Very rich coloring, set off by a full yellow center. Strong upright growth.

Mrs. W. E. Buckingham. In color a brilliant shade of rose pink. One of the finest singles. Nov. 1.

Bronze Buckingham. This variety is a duplicate of its parent in every respect except color, which is a cheerful glowing bronze.

Virginia Holden. It is a deep, velvety crimson in color, makes a good spray, as the flowers hold well apart. It is distinct and valuable.

Student Prince. Soft even shade of tan. Makes fine spray. Matures early November.

Charter Oak. A clear bright yellow single variety which carries its flowers in large strong-stemmed sprays. The form and character of the flower spray is ideal and the late-flowering characteristic greatly enhances the value of this to the grower.



GODFREY

THE GODFREY FAMILY

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000.

This family of Single Chrysanthemums in six distinct colors is one of the most profitable for late flowering, coming in for Thanksgiving and later. Makes a beautiful spray as the flowers are held well apart on long wiry stems. Owing to its height, is especially good for Basket and Decorative work. This flower is a favorite with all who know it. Pinching not later than Sept. 15 will mature middle of December and later.

Mrs. E. D. Godfrey. Clear light pink.

White Godfrey.

Yellow Godfrey.

Marguerite Waite, Clear deep pink.

Miss Isabelle, Clear soft bronze.

Miss Gladys. Brilliant Bronze.

Red Godfrey. Last season we secured this variety from a very reliable firm and felt safe in offering stock purchased from them to our customers. We were disappointed when the stock bloomed and proved to be the old variety, Marguerite Waite, deep pink. We will not have a Red Godfrey to offer until such time as we can secure and flower stock of same before putting on the market.

CHRYSANTHEMUMS FOR POT CULTURE

THE CAPRICE FAMILY

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000.

Caprice White

Caprice Yellow

Caprice Purple

Caprice Deep Lilac

Caprice Butlers

Caprice DuPrintemps

Kathleen Thompson

The Following Standard Pompons are excellent for pot work.

Yuletide, White— (See description page 14)

Silver Tips. Pink

Wolverine. Yellow

Gold Mine. Yellow

Mintje. Bronze

Faina Bronze

Source D'Or. Bronze

Frank Wilcox. Bronze

Dorothy Turner. Bronze

HARDY EARLY FLOWERING CHRYSANTHEMUMS

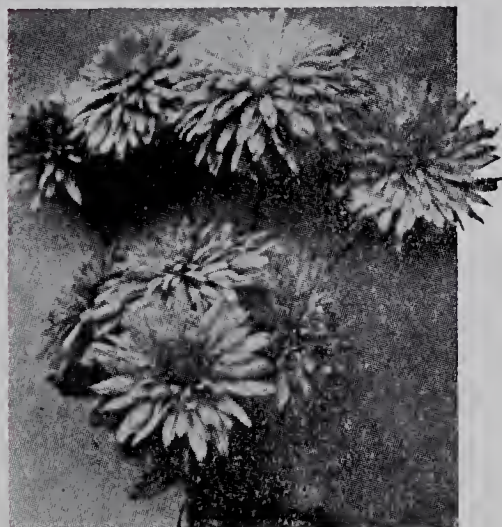
Recommended for Outdoor Flowering

Rooted Cuttings: \$3.00 per 100, \$27.50 per 1000.

These are expected to mature their blooms early enough to avoid frost, but in our locality require some protection as we often have damaging frost in the end of September. All varieties are equally good for indoor cutting,

Wolverine. Very early, flowering early in August, ahead of Normandie, but individual flowers are much larger with stronger stem. Produces large sprays, and is also an excellent variety for pot plants. Color, bright yellow.

Cranford White. Pure white.



Glory of Seven Oaks. Golden yellow, very early and free flowering.

Eden. Earliest rosy pink, medium height; excellent for cut sprays.

Normandie. Delicate pink, changing to nearly white. One of the earliest.

Yellow Normandie. A bronze yellow sport of Normandie, which is ample proof of its value.

Ruth Cummings. A reddish bronze seedling from Normandie. Is of dwarf compact growth, coming into bloom about Oct. 15. It is also very valuable for indoor growing.

Alice Howell. A rich shade of orange yellow in color. By far the most attractive of any of the yellow single varieties. Equally valuable for indoor or outdoor growing.

Glada. Soft pink, approaching light salmon. Blooms end of September.

September Queen. Begins flowering end of August, but in September is a profusion of pure white flowers, 3 inches in diameter.

CARNATIONS—FIELD PLANTS

We offer Rooted Cuttings of the following varieties up to May 1st.

AND ROOTED CUTTINGS

On our Rockwell Hill Farm we have an ideal field for the growing of Carnation plants and we expect to have a large quantity of these to offer our patrons the coming season.

	Per 100	Per 1000
Thos. Joy, White	\$4.00	\$35.00
Ivory, White	4.00	35.00
Aviator, Scarlet	4.00	35.00
Spectrum, Scarlet	4.00	35.00
Morning Glow, Soft pink	4.00	35.00
Enchantress Supreme, Daybreak	4.00	35.00
Sophelia, Deep pink	6.00	55.00
Boston Ward, Deep pink	6.00	55.00
Betty Lou, Deep pink	4.00	35.00
Pink Abundance, Deep pink	4.00	35.00
Johnson's Crimson, Dark red	4.00	35.00
Maine Sunshine, Yellow	10.00	90.00

Early ordering is suggested.

BEDDING AND GREENHOUSE PLANTS

	Rooted Cuttings		2¼ inch pots.	
	Per 100	Per 1000	Per 100	Per 1000
Alyssum	\$1.25	\$10.00	\$4.00	\$35.00
Ageratum, Fraseri,				
Blue Ball	1.25	10.00	4.00	35.00
Coleus, Assrt. Fancy	3.00	27.50	4.50	40.00
Coleus, Assrt. Standard	1.50	12.50	3.00	27.50
Erlangia	2.50	20.00	6.50	60.00
Fuchsias, Assrt.	2.00	18.00	5.00	45.00
Little Beauty, Irwins Giant				
Storm King, Purple King,				
Black Prince, Speceosa.				
English Ivy	1.50	12.50	5.00	45.00
German or Parlor Ivy	1.25	10.00	3.50	30.00
Geraniums, S. A. Nutt, Buchner	3.00	27.50	5.50	50.00
Ricard, Poitevine	3.50	30.00	6.00	55.00
Radio Red	3.50	30.00	6.00	55.00
Heliotrope, Best dark	1.25	10.00	4.00	35.00
Neurumbergia	2.00	15.00	4.00	35.00
Stevia	1.50	12.50	4.00	35.00
Salvia America	1.25	10.00	4.00	35.00
Swainsona, G. Alba	3.00	25.00	6.50	60.00
Tradescantia, 4 varieties	1.25	10.00	4.00	35.00
Vinca, Variagated			5.50	50.00

For plants from 3 in. and 4 in. pots ask for prices,

CULTURE OF THE CHRYSANTHEMUM

A thorough study of one of the later editions on the culture of Chrysanthemums by an American Expert should be considered the first essential by all attempting its culture for a profit. There is much said and to be said about the growing of 'Mums and the quickest, cheapest and safest way to get the necessary information is through the above.

In response to frequent request from Patrons for cultural help we pen the following:

Begin with good stock, if shipped in take care of same at once on arrival. Do not let the young plants get potbound or hard stems—repot or plant out as may be, to keep stock soft and growing.

The Chrysanthemum is not difficult to suit in the way of soil. Where Sod soil composted with Cow or Stable Manure is to be had and a liberal sprinkle of Bone mixed in at planting, the plants will generally have the food required until buds are selected. Distance of planting apart is governed by the grade of flowers desired and may be varied from 4 inches by 4 inches to 12 inches, by 12 inches for single stem plants or about 8 inches by 10 inches where 3 stem plants are grown. In case of Pompons 7 inches by 10 inches to 10 inches by 12 inches spacing, except in the late planting of smaller stock, where the closer spacing may be sufficient for development. Plant firmly and keep cultivated, never let the plants suffer for want of water, and avoid continued saturation. A cool airy house is best. Keep plants properly supported or tied at all times.

Time to plant as well as distance to plant is governed by results to be attained. To produce largest size bloom of any variety it is necessary to plant early and give sufficient space for development. To obtain the maximum in size as Golden Glow and Smith's Advance, which form good buds in July, to bloom in August. March rooted cuttings planted early in May is advised. May and early June planting is necessary for largest blooms of the other earliest kinds for early October blooms. June and July for the Midseason and late varieties, but the Chrysanthemum is a very accommodating plant and produces from most commercial varieties listed here a fair size salable flower from considerable later plantings, which are often just as remunerative, especially to the retail grower who finds earlier planting impossible.

On the earlier plantings buds commence to appear from about August 1st on which may be selected as near as possible to date recommended to be best date for the particular variety. Late plantings generally produce only terminal buds which should be selected, that is the side buds removed as these appear. When buds are selected or well formed is the most advantageous time to give one or more feedings of Animal or Liquid Manure or Chrysaline or other chemical fertilizer as preferred; but in the case of Chemical Feeding, especially weak doses are safer than too liberal. Discontinue feeding when the buds show color. Keep down insects at all times and be double sure the plants are free from Aphis and Red Spider before buds open.

The developed Flower should be prepared as far as possible to withstand the exposures it is liable to be subjected to by immersing the stems into deep water from six to twenty hours before offering for sale or shipment.



Stoplight